

INCREDIBLE DISCOVERIES® to Launch Infomercial Campaign for Hamilton Beach/Proctor-Silex for TrueAir™ Ultra UV Air Purifier

Deerfield Beach, Florida (March 10, 2007) -- Incredible Discoveries®, a leading DRTV and multi-channel marketing company, announced that it will produce a long form infomercial for its newest discovery, TrueAir™ Ultra UV Air Purifier from Hamilton Beach/Proctor-Silex, a leading manufacturer of innovative products for the home.

The TrueAir™ Ultra UV Air Purifier combines three proven methodologies into one product to ensure the cleanest air: a HEPA filter to capture particles that are too small to see, a carbon filter to trap unpleasant odors, and an ultraviolet germicidal light to kill bacteria, viruses, and mold.

“The triple-action approach and innovative technology used in the TrueAir™ Ultra UV Air Purifier make this an exceptional product,” said Doug Campbell, Vice President of Funding of Incredible Discoveries®. “We are delighted to be working with Hamilton Beach/Proctor-Silex on the infomercial campaign, which we will be used as a catalyst for driving the product to live shopping and retail outlets.”

The technology utilized in the TrueAir™ will provide homes with the same UV Germicidal technology once found only in hospitals. Both companies have high expectations for the success of this Direct Response Television (DRTV) campaign.

About Incredible Discoveries®

Incredible Discoveries®, a wholly-owned subsidiary of O2Media Inc., is a fully integrated production, marketing and investment partnership company that introduces new products to consumers through infomercial development and multi-channel marketing opportunities, including international retail distribution, the highest rated live shopping networks, direct mail catalogs, and insert programs. In addition, Incredible Discoveries® offers a funding option for select product manufacturers that is totally unique to the industry. Incredible Discoveries® hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their fresh innovative approach has led to successful product launches including the Tornado and the Magic Juice Filter, as well as the international launch of the Didi Car. The organization is a valued member of the Electronic Retailing Association (ERA) and the Direct Response Marketing Alliance (DRMA). For more information about Incredible Discoveries, please visit their website at www.incrediblediscoveries.com.

About Hamilton Beach/Proctor-Silex

Hamilton Beach/Proctor-Silex Inc. is the largest North American manufacturer and marketer of small kitchen, garment care and home health appliances. The company's corporate headquarters is located in Richmond, Va. For information on other innovative Hamilton Beach and Proctor-Silex products, visit the Hamilton Beach web site at www.hamiltonbeach.com.

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